Ford Strategy, Sources Say

Schweiker Asked To Make VP Run?

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WASHINGTON — Sen. Richard S. Schweiker has been asked to consider running for vice president as part of a shift from a "southern" to a "northern" strategy within President Ford's campaign for election, informed sources said yesterday.

The Pennsylvania Republican was approached within the last two weeks by persons close to the Ford campaign whom these sources would not identify. A spokesman for the White House said no such calls were originated there.

The shift in strategy is due to the success of Jimmy Carter in winning Democratic convention delegates, these sources said. Aides to the President are convinced that Carter will be the Democratic nominee and are calling for a new approach to the fall balloting, should Ford turn back Republican challenger Ronald Reagan.

Had some other Democrat come forward as the party's front-runner, Ford might have proceeded with a strategy that called for wooing the South in part by offering southerner like Tennessee Sen. Howard Baker or Texas Sen. John Tower as a running mate. But the emergence of Carter has changed that thinking.

If Ford is to win an elected term for himself, he is being told, he should abandon the idea of wooing the South. The Capitol Hill sources said the President's campaign aides are convinced that "you can't out-Carter in the South."

Ford is being urged to turn his attention to the populous industrial Northeast from which Schweiker hails.

Schweiker might be an asset to Ford because he is a proven vote-getter. He was elected to the Senate by substantial margins in 1968 and 1974.

The senator also has labor's support, something Carter has had difficulty mustering because of his stand on right-to-work laws while he was governor of Georgia.

Schweiker may not be the only Northeasterner under consideration as a Ford running mate. Sen. Edward Brooke of Massachusetts and Commerce Secretary Elliot Richardson also have been mentioned as possibilities.

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